



MIAMI BEACH

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LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: January 20, 2009

SUBJECT: January Tourism and Cultural Development Activity

In an effort to keep you better informed in the entertainment and production happenings of the City, the Tourism and Cultural Development Department will provide a monthly letter, detailing coming and recent Film, Special Event and Convention Center activity in Miami Beach.

Film

- ESPN broadcast elements of "College Game Day" with hosts Lee Corso, Chris Fowler and Kirk Herbstreit from Lummus Park and 7 Street from January 4 through 7 in advance of the BCS National Championship Game at Dolphin Stadium on January 8.
- Fox/USA's "Burn Notice" will begin production of season 3 in March. The second half of season 2 begins January 22 at 10pm. The first half of season 2 was the top rated cable series last summer, attracting an average of four million viewers each week.
- Bravo's "Miami Social" continues following its four Miami Beach subjects throughout the City.
- BET's "College Hill" continues filming at their house on North Bay Road and throughout the City.
- Indian feature "Dostana," filmed in Miami and Miami Beach last April, had the largest box office opening weekend in Bollywood history, taking in nearly \$11 Million. The film, which was featured in numerous feature articles, including the Los Angeles Times, has just been released on DVD.
- Fox's "Marley and Me," filmed in Miami and partially in Miami Beach, was the highest grossing release of Christmas week, taking in over \$50 Million.

Special Events

- Miami Beach remained a strong draw for New Year's Eve, with ten permits issued, including for the annual closure of Ocean Drive with fireworks on the beach at 8 Street. It also is a draw for the City's new Temporary Sampling Permit, with Sobe Life Water requesting permits for five days.
- The inaugural Puma 5K was held on New Year's Day at 7am on the beach from 5 to 21 Street and back.
- The EMUNAH Walk took place Sunday January 4, from the Holocaust Memorial to 41 Street and back, primarily along Prairie Avenue.
- The Special Olympics' Torch Relay came through Miami Beach on the morning of January 13. The torch was delivered by boat to the beach at 10 Street and the torchbearer, accompanied by members of local and state law enforcement, proceeded onto Ocean Drive, south to 5 Street and east onto the MacArthur Causeway.

- Art Deco Weekend returned January 16 to 18, closing Ocean Drive from 5 to 14 Streets. This year included an extension onto 12 Street from Ocean Drive to Ocean Court, abutting their temporary storefront location during construction.
- The Comedy Central South Beach Comedy Festival takes place January 21 to 24, with venues at the Jackie Gleason Theater, the Colony, the Lincoln and their annual free comedy stage at Lincoln Road and Euclid.
- January 25 brings back the ING Miami Tropical Marathon and Half Marathon. Expected to attract 15,000 runners this year, the course traverses South Beach, from the MacArthur Causeway, through Alton Road and Ocean Drive, along Washington Avenue and Dade Boulevard and out on the Venetian Causeway. On the 24th, an accompanying 5K takes place on the MacArthur Causeway and Alton Road.

MBCC

- The Tattoo and Franchise Expos took place January 9 to 11.
- The Antique Show is January 22-25.
- The Marathon's sidebar Health and Fitness Expo is January 23 and 24.
- The Jewelry Show begins January 31 and runs through February 4.
- Boat Show begins loading in the P-lot January 21.

Please feel free to contact me with any questions.

C: Hilda M. Fernandez, Assitant City Manager
 Max Sklar, Tourism and Cultural Development Director
 Graham Winick, Film and Events Production Manager

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